

**METHOD FOR AUTOMATICALLY ANALYZING AND
IMPROVING AN AGRIBUSINESS OPERATION**

ABSTRACT OF THE INVENTION

Each component agribusiness operation within an agribusiness operation

5 is characterized by an array of baseline agribusiness information documented in a strategic agribusiness plan. A set of numeric indicators of the performance of the component agribusiness operation are identified from the baseline agribusiness information. Target numeric indicators relating to a hypothetical successful component agribusiness operation are maintained within a logic center. Deviations between the numeric indicators relating to the component agribusiness operation and the corresponding target numeric indicators are identified. Possible causes of poor performance relating to the deviations are derived from embedded logic within the logic center. A range of corrective options relating to the group of possible causes are automatically identified.

10